

6/6/91  
DIG

Institutional Advancement, Office of

RB 49

# OUTLOOK

A WEEKLY NEWSPAPER FOR FACULTY AND STAFF AT THE UNIVERSITY OF MARYLAND AT COLLEGE PARK

UPUB I7.002

NOVEMBER 12, 1990

VOLUME 5, NUMBER 11

## Hearings to Be Held on Faculty Governance

The campus community will have a chance to air its opinions on restructuring the governance process of the university at a series of special hearings scheduled for three days in late November.

The meetings which will be held in the Maryland Room of Marie Mount Hall on the afternoons of Nov. 26, Nov. 27, and Nov. 28, will provide an opportunity for those interested in expanding faculty participation in governing the university to offer their reactions, opinions and suggestions concerning a set of recommendations for restructuring the governing process at the campus, college and departmental levels of the university.

The recommendations are contained in a report, "Strengthening A Partnership: Shared Governance at the University of Maryland College Park." The recommendations contained in the report will be considered by the Campus Senate after the faculty hearings are concluded.

The report was developed by a blue ribbon committee appointed by President William E. Kirwan and the Campus Senate in August

1989. The committee, chaired by Robert Birnbaum, Center for Post-secondary Governance and Finance, was asked to compare the role and function of College Park's faculty in the governance of this institution to the faculty of other institutions, including the university's aspirational peers, UC Berkeley, UCLA, University of Michigan, University of Minnesota-Twin Cities, and the University of North Carolina at Chapel Hill.

Upon completion of the committee's report, the Campus Senate appointed a Task Force on Campus Governance to conduct a faculty review of recommendations 12-33 which propose changes in governance at the campus, college and departmental level. The current hearings will focus on that set of recommendations only, with recommendations 1-12, directed at restructuring the Campus Senate, to be considered at a different time. Another task force headed by architecture professor Ralph Bennett has been charged with studying recommendations 1-12 relating to possible changes in the Campus

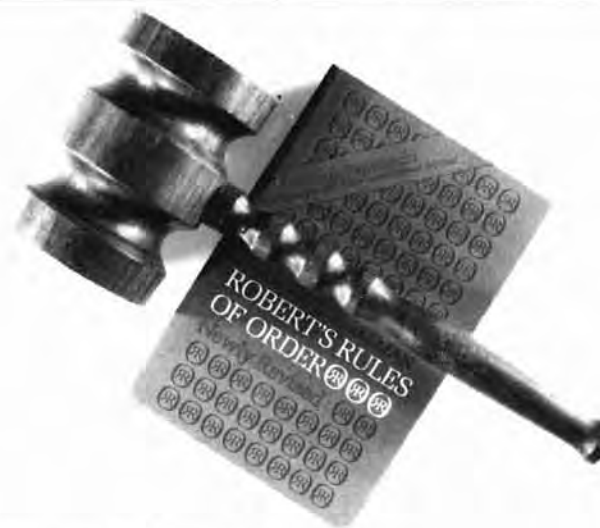
Senate.

In addition to the November hearings, the Task Force on Faculty Governance will also meet with the Council of Deans and the Council of Chairs, says chair Andrew D. Wolvin, Speech Communication.

Other members of the task force include Marvin Breslow, History; Theresa Colletti, English; Jacob Goldhaber, Graduate School/Mathematics; Judith Hallett, Classics; and Martin Johnson, Curriculum and Instruction.

The report states that, while there have been significant improvements in faculty governance at UMCP in recent years, more must be done if the university is to enter the ranks of top research universities. Supporting the principle

*continued on page 3*



## INSIDE

### Honoring Margaret Brent

Memorial amphitheater to be dedicated in March.....2

### Meet Marcia Herndon

Expert on music and culture.....4

### Rhoda Levine at Work

Opera Studio's commuting director.....5

### Consumer Patterns in Eastern Europe

New study finds American products popular.....6

### Kirwan on Equity at College Park

Equity Conference remarks excerpted.....7

## University to Host Hungarian Business Managers and Entrepreneurs

Fifteen Hungarian economists, managers, finance and trade ministry officials and entrepreneurs will spend three days on the College Park campus for meetings and dialogue with members of the university community.

The Hungarians are participants in a pilot Eastern European Management Internship Program sponsored by the Baltimore-based American Center for International Leadership (ACIL). Their stay at College Park will extend from Nov. 12 to 14.

The Michael Dingman Center for Entrepreneurship, the Center for the Study of Post-Communist Societies, the Center for Global Change, the College of Business and Management, the Center for International Business Education and Research, and the Engineering Research Center's Technology Advancement Program all will take part in the university dialogue with the international visitors.

The Hungarian delegation arrived in Maryland November 10 and will remain in the state through November 21. In addition to their three days at College Park, the delegates will take part in a week-long internship experience with several Prince George's County businesses.

President William E. Kirwan will formally welcome the group

on behalf of the university and lead a discussion of the Maryland East European People's Program and how it might relate to the economic transition underway in Eastern Europe.

The delegates also will meet in Baltimore with the Harvard Club of Maryland to discuss Hungary's changing political, economic and social climate and to explore opportunities for cooperation with Maryland businesses.

ACIL says it will use this pilot experience to further refine the organization's plans to bring 60 entrepreneurs and managers from five Eastern European countries to leading Maryland companies and state agencies for internships lasting three months. The program will begin officially in January.

Interns in 1991 will come from the Soviet Union, Czechoslovakia, Yugoslavia, Poland and Hungary.

Before departing for Hungary on November 21, the delegation will return to the College Park campus to meet with Marcus Franda, director of International Affairs, for an informal de-briefing, and with Leslie Palmer, director of the Maryland English Institute, and staff for a briefing about the Maryland English programs for Hungarian teachers.

*Tom Otwell*



## Digital Equipment Corp. Sponsors ACS Seminar

As part of its continuing commitment to education and sciences, Digital Equipment Corp. is sponsoring the American Chemical Society Satellite Seminar, "Computer-Aided Genetic and Protein Engineering" at College Park Nov. 16. The program, which will begin at noon in Rm. 4205 Hornbake, brings together internationally recognized experts in genetics and protein research. During the event, College Park will host faculty and researchers from the University of Maryland System, neighboring educational institutions, research groups and industry. RSVP to Barbara Guiliani at 301-306-2623. Seating is limited.

## Campus Memorial Planned for Margaret Brent

Margaret Brent (c.1601-c.1671), one of the State of Maryland's founders, will be re-remembered at College Park through the team efforts of several members of the university community.

A group of College Park faculty and staff that includes architects, planners and scholars is developing plans for a memorial amphitheater dedicated to Brent. It will be built on a slope of the south side of the Language House (formerly St. Mary's Hall).

Groundbreaking of the project is scheduled for March in connection with Women's History Month, says Virginia Beauchamp, one of those spearheading the campaign to gain recognition for a noted figure in Maryland's Colonial history. Marion Weiss, assistant professor of architecture who is among the planners of the memorial, is the project's architect.

Brent was perhaps the most prominent woman during the early years of British settlement in Maryland, according to Beauchamp, retired associate professor of English. A major landholder, Brent was an influential figure in governing the colony during its early years, she adds.

In creating a memorial for Brent, the university will honor the memory of a person who once held a prominent place in the center of the campus.

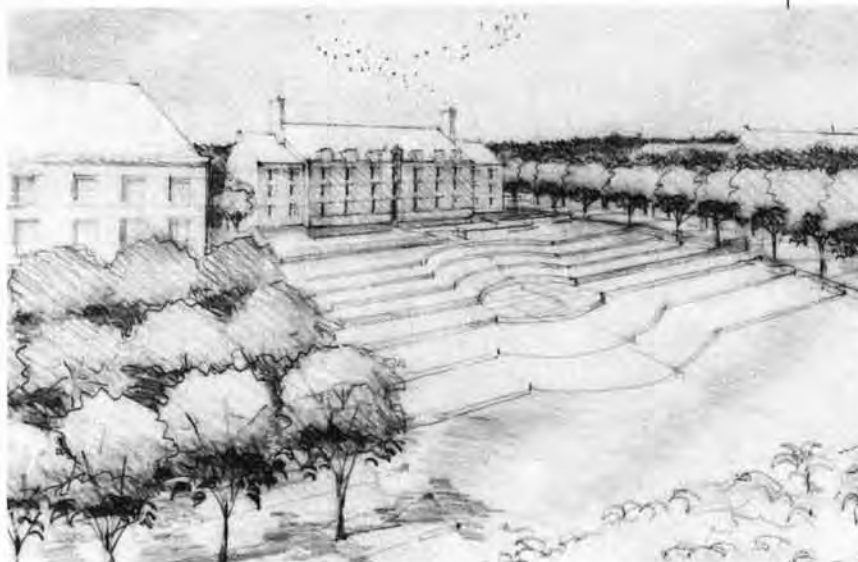
The building that now houses the Language House was named for Brent when it was first dedicated in 1932, says Beauchamp. The building, the first women's dormitory at the university, was renamed St. Mary's Hall in the 1950s when all university residence halls were given the names of counties and towns in the state. The building

became the Language House last fall after a four-year renovation project that converted the dormitory into an academically-based residence hall.

The memorial project results in part from the renovation. The memorial will be built as part of the landscaping efforts called for in the project's plans, Beauchamp says.

The committee planning the memorial project includes Beauchamp, Weiss, David Fogle (architecture), Frank Cohn (engineering and architectural services), Dennis Nola (physical plants, grounds division), Josephine Withers (art history) and Cheryl Hiller (career development).

Brian Busek



A rendering of the planned Margaret Brent Memorial by project architect Marion Weiss, assistant professor of architecture

## Redish Wins Physics Software Competition

A physics education program called *Orbits*, developed by Edward Redish, professor of physics, was a first place winner recently in the first annual software contest sponsored by the magazine, *Computers in Physics*. Redish also received honorable mentions for two other programs, *Thermo*, and *Muppet Utilities*. All three programs demonstrate innovation in software development for physics education.

Redish's awards will be presented at the January 1991 meeting of the American Association of Physics Teachers in San Antonio and will include a certificate and a \$500 award.

*Orbits*, developed by Redish and graduate students James Harold and Ken Hennacy, won first place in the category of simulation. This program simulates the motions of two massive bodies moving under the influence of gravity and plots their orbits. Up to five lighter bodies can be included in a scenario and the lighter bodies move in the fields of the two heavy bodies, but the gravitational interactions between the lighter bodies are ignored. This allows the study of the orbital motions of planets, rockets and stars under a wide variety of circumstances.

The program is designed to be sufficiently flexible in complexity to be a valuable learning tool to users of different physics skill levels.

Redish's *Thermo* program, which received an honorable mention in the simulation category of the contest, permits users to simulate the motion of up to 1000 particles in a two-dimensional box under a variety of circumstances. Options in the program include external gravitational, electric, or magnetic fields, and friction between particles and containing walls. Histograms showing, for example, the evolution of particle velocity distribution assist the student in gaining some feeling for the fluctuations. Redish wrote this program with graduate students G. Norkus and James Harold.

*Muppet Utilities*, developed by Redish and former College Park physics professor Jack Wilson, received an honorable mention in the category of utility programs. This program is made up of a set of PASCAL subroutines that allow users to develop programs with interactive data screens and graphics. The goal is to let programmers concentrate on physics and spend less time with programming details.



Edward Redish

## Chancellor Langenberg to Address Campus Senate

Donald N. Langenberg, chancellor of the University of Maryland System, will be the featured speaker at the next Campus Senate meeting on Thursday, Nov. 15 from 3:30 to 6:30 p.m. in Room 0126, Reckord Armory.

Also on the agenda will be a report from Andrew Wolvin on plans for up-coming open hearings about campus governance.

The senate also is expected to act on a motion to create a Committee on Governmental Affairs and to hear the final report of the 1989-90 Adjunct Committee on Academic Procedures and Standards on the plus/minus grading system.

Call the Campus Senate office at 405-5805 for further information about the meeting.

## OUTLOOK

Outlook is the weekly faculty-staff newspaper serving the College Park campus community.

**Kathryn Costello** Vice President for Institutional Advancement  
**Roz Hiebert** Director of Public Information & Editor  
**Linda Freeman** Production Editor  
**Brian Busek** Staff Writer  
**Lisa Gregory** Staff Writer  
**Tom Otwell** Staff Writer  
**Fariss Samarrai** Staff Writer  
**Gary Stephenson** Staff Writer  
**Jennifer Bacon** Calendar Editor

**Judith Bair** Art Director  
**John Consoli** Format Designer  
**Stephen Darrou** Layout & Illustration  
**Chris Paul** Layout & Illustration  
**Al Danegger** Photography  
**Linda Martin** Production  
**Pia Uznanska** Production Intern  
**Michael Yuen** Production Intern  
**Peter Zulkarnain** Production Intern

Letters to the editor, story suggestions, campus information & calendar items are welcome. Please submit all material at least three weeks before the Monday of publication. Send it to Roz Hiebert, Editor Outlook, 2101 Turner Building, through campus mail or to University of Maryland, College Park, MD 20742. Our telephone number is (301) 405-4621. Electronic mail address is outlook@pres.umd.edu. Fax number is (301) 314-9344.

UNIVERSITY OF MARYLAND AT COLLEGE PARK



## Celebrating Twenty-Five Years of Ministry

The Lutheran community and the university chaplains are sponsoring a service of thanksgiving for the ministry of the Reverend Elizabeth Platz, who this year celebrates the twentieth anniversary of her ordination and the twenty-fifth anniversary of her service as Lutheran chaplain at the university. Pastor Platz was the first woman in the United States ordained to the Lutheran ministry. The festival service will be on Sunday, Nov. 18 at 7 p.m. in Memorial Chapel. Noted Lutheran pastor and theologian, the Reverend John Vannordsall, will be the preacher. For information call 405-8448.



The Reverend  
Elizabeth Platz

# NEWS

## Campus Community Invited to Discuss Faculty Governance

*continued from page 1*

of "shared governance," which recognizes that faculty should play a major role in the decision-making process at all levels, it states that shared governance is based on the belief that "institutional interests are best served through faculty consultation, administrative accountability, and full disclosure, rather than through limiting administrative discretion. It involves faculty in the selection of their administrative leaders, and requires that faculty assume greater responsibility for managing the life of the campus," the report concludes.

In particular, the report states that faculty on the campus level, in general, are highly supportive of the university's president, but are not otherwise satisfied with governance. It recommends the formation of a Faculty Senate but suggests that if the current Campus Senate is retained, that faculty representation be increased. Non-Senate campus committees should normally be chaired by faculty and should be made up of at least two-thirds faculty membership, it

recommends. Other proposals call for a small, directly-elected faculty advisory committee to the president to be appointed, as well as faculty advisory committees to other vice presidents and the administrative deans.

It finds that faculty are least satisfied with their role and least supportive of administrative leadership at the college level. It recommends that each college have a faculty advisory committee to consult with the dean, that faculty should play a major role in selecting deans, that deans should be appointed for fixed and renewable terms, and that recommendations of a faculty committee be a part of the reappointment process.

On the departmental level, it finds that faculty governance is adequate in some cases, and inadequate in others. It recommends the formation of faculty advisory committees in departments, that faculty play a major role in selecting chairs and that chairs be appointed and reappointed to fixed and renewable terms. It also advocates that departmental faculty develop and endorse a Plan of Organization to cre-

ate internal committee structures and define procedures for the conduct of department business.

The meetings at Marie Mount Hall will be held by colleges, on the following schedule:

**Monday, Nov. 26 1-3 p.m.:** Colleges of CMPS, Agriculture, Life Sciences, and Human Ecology.

**Tuesday, Nov. 27 1:30-3:30 p.m.:** Colleges of A&H, Education, and Behavioral and Social Sciences.

**Wed., Nov. 28 1:30-3:30 p.m.:** Schools of Architecture and Public Affairs; Colleges of Engineering, Health and Human Performance, Journalism, and CLIS.

Those who would like to present a statement at a hearing should call Kathleen Smith, Executive Secretary of the Campus Senate, at 405-5804, to schedule a time. Written comments are also welcome prior to or at the meeting, says Wolvin, who invites all members of the campus community to attend one of the hearings and participate in the discussion.

Roz Hiebert

## Applications Due for Summer Institute on Gender and Race

Applications for next summer's faculty development institute, "Thinking about Gender and Race," are now available from the Curriculum Transformation Project office. All full-time tenured and tenure-track faculty are eligible, as are faculty on "permanent rehire."

The 1991 institute will be the third in a series of summer seminars designed to help faculty include the new scholarship on women, gender and race in their undergraduate courses. Participating faculty will spend two salaried months reading and discussing the new scholarship on gender and race and examining its implications for teaching. The seminar will focus on theory about the intersec-

tions of gender and race as social constructs; scholarship on the experiences of women of diverse backgrounds, origins, and affiliations; and the pedagogical challenges of incorporating multicultural and gender diversity into the classroom.

The 1991 institute will be co-led by the project's director, Deborah Rosenfelt (Women's Studies), and by Rhonda Williams (Afro-American Studies and Economics).

The 1991 institute will be the last one fully funded by the campus as one measure to implement the recommendations of the 1988 report, "Making a Difference for Women" (the Greer Report). The first institute in 1989 was conduct-

ed by Betty Schmitz, special assistant to the president. Thirty-one faculty from across the campus have participated in the project so far.

Members of the project's selection committee are: Stephen Brush (Hist./IPST), Richard Hula (Urb. Stud.), Sally Koblinksky (Fam. and Comm. Dev.), Ronald O'Leary (Theatre), Carla Peterson (Comp. Lit.), Harriet Presser (Soc.), Donald Vannoy (Civil Engin.), and Rhonda Williams.

Fourteen faculty participants will be selected for the 1991 summer program. Deadline for applications is Nov. 30. Call Rosenfelt at 405-6882 for information or applications.

## Veterinary Center Dedicated



The 70,000-square-foot, \$12.5 million Avrum Gudelsky Veterinary Center houses all veterinary science activities at College Park.

Martha Gudelsky and her son John cut the ribbon during the dedication of the Avrum Gudelsky Veterinary Center October 26. Raymond J. Miller, Vice Chancellor for Agriculture and Natural Resources for the University of Maryland System, who served as master of ceremonies, looks on.





## Panel to Discuss Women in Sports

The Committee on Undergraduate Women's Leadership will sponsor "Women in Sports," a panel and discussion featuring Sue Tyler, associate director of athletics and Javaune Adams-Gaston, coordinator of athletic development services, Wed., Nov. 14 from 7:30 p.m. to 9 p.m. in the Maryland Room of Marie Mount Hall. Other panelists include Timi Crawford, track, Christy Winters, basketball, Susan Wood ('84), field hockey, and Missy Meharg,

## Marcia Herndon: Blending Music and Culture

Professor of music Marcia Herndon specializes in ethnomusicology, the study of music as it applies to human life.

"We focus on music and go to whatever realms it leads us: religion, law, psychology. It's an interdisciplinary study," she says in a low-pitched, Southern accent.

In that case, Herndon's background alone makes her an expert. She received a bachelor's degree in music history and a master's in German from Tulane University, then went on to earn a Ph.D., passing doctoral-level exams in musicology, ethnomusicology, folklore, linguistics, and physical, cultural, and social anthropology.

She then packed up her degrees and moved further west, where she traded her role as student for one as university instructor. She became an assistant professor of anthropology and folklore at the University of Texas at Austin where she taught "Anthropology of Music" and introduced a course called "The Culture of Country Music" after discovering, through one of her student's assignments, its widespread popularity among Texans.

"There were 71 different places to hear live country music [in the Austin area] during any given week!"

Before joining the College Park faculty, she was an associate professor of ethnic studies at the University of California, Berkeley. She still has ties to the West Coast as one of the executive directors of the Music Research Institute in Richmond, California. The Center focuses on "publication and applied ethnomusicology," she explains—not on providing ammunition for the Tipper Gore crew.

"We get calls all the time from people wanting us to prove that rock music will cause a person to commit rape or murder," sighs the 49-year-old.

Herndon also has enjoyed a distinguished career as an author. It began over a decade ago with *Hard Core Ethnology*; her recently published eighth book bears a more conventional title, *Music, Gender, and Culture*.

At least some of the roots of Herndon's wide-ranging musical interests can be traced to her family: one grandmother loved classical and religious music, a grandfather regularly entertained members of "The Grand Ole Opry." Her family can also be credited with another of Herndon's specialties: Native American culture. The daughter of two half Eastern Cherokees, she grew up in the mountains of North Carolina near a reservation which was home to some of her relatives, and has maintained lifelong ties with the tribe. She has studied with 11 different Cherokee healers, and is an advisor to United Southeastern Tribes, an alliance of Native



Marcia Herndon

Americans from seven states.

"They call me when they need a Ph.D. to sit in on their meetings and impress the BIA [Bureau of Indian Affairs]," she says with a shrug.

The thirst for knowledge instilled during Herndon's youth has taken her to some of the most remote spots on the globe, but there's one place she hasn't visited.

"My dream is to go to Madagascar. I came *this* close to going in 1969," she says, leaning forward

intently to tell the story of how the illness of the country's leader prevented any visas from being issued, just as she was about to receive one.

She rolls her eyes. "Oh well. I'll get there someday." Maryland students, who have much to learn from this unique woman, should hope that day doesn't come too soon.

Susie Powell

## Northrop Manager New Chair of Aerospace Engineering

Brian Hunt, Technology Manager for the F-23A Advanced Tactical Fighter Program of Northrop Corporation's Aircraft Division, has been appointed chair of the Department of Aerospace Engineering in the College of Engineering.

Hunt, who had been with the company's Hawthorne, California facility since 1979, succeeds Alfred Gessow as the department chair. Gessow stepped down in 1987, and Inderjit Chopra served as acting chair for the past two years.

Hunt holds B.A. and M.A. degrees in mechanical sciences from Cambridge University and a master of science and doctorate from Brown University. He was a Pilot Officer in the signals branch of the Royal Air Force.

He was a lecturer (assistant professor) and later reader (professor) in the aerospace engineering department of the University of Bristol from 1967 until he joined Northrop. He is a Fellow of the Royal Aeronautical Society of Great Britain and Associate Fellow of the American Institute of Aeronautics and Astronautics.

"With his extensive industrial experience and close involvement with one of the most advanced aircraft under development in this country, Dr. Hunt brings a unique perspective to the department and the college," said Dean of the College of Engineering George Dieter.

On Nov. 14, College Park will be one of only five universities across the country participating in an interactive television broadcast on the Voyager Spacecraft. The broadcast, sponsored by the Digital Equipment Corporation, will be hosted by the university's School/University Cooperative Programs and the Department of Aerospace Engineering under Hunt's direction.

The live broadcast lecture, "Sail On Voyager," will be delivered by physicist Edward C. Stone to a selected audience in Hornbake Library from 3:30 p.m. to 6 p.m. Stone will be speaking from the Arnold Mabel Beckman Center of the National Academies of Sciences and Engineering, located near the University of California at Irvine.

Tom Otwell



## UM Bands to Present Twentieth Anniversary Concert

For the past nineteen years the University of Maryland bands have been entertaining the College Park community with an annual showcase concert. On Tuesday, Nov. 20 at 7:30 p.m. in Tawes Theatre, a gala twentieth anniversary concert will feature the talents of the Concert Band, the Symphonic Wind Ensemble, the Jazz Ensemble and the Marching Band in a program that ranges from the classics to contemporary jazz and gridiron spectacles. Tickets are \$7 (\$5 for seniors and students); call 405-5542 for info.

# ARTS

## On the Road with Rhoda Levine

"During March and April last year there was not one day I wasn't on the train," she says with a disbelieving laugh. "And I was frequently on the same train with the Guarneri Quartet, who were doing the same thing I was."

The speaker is opera director Rhoda Levine, and what she shares with the Guarneri String Quartet is not an addiction to train travel, but the living of a dual existence, the practicing of one's art in New York City and elsewhere and the teaching of it to students at College Park and elsewhere.

A member of the music department's adjunct faculty, Levine, fresh from a directing triumph with the New York City Opera of Janacek's *House of the Dead*, is currently immersed in rehearsals for the Maryland Opera Studio's twin offering at the end of the month, Martinu's *Comedy on the Bridge* and Pasatieri's *Maria Elena*.

Both operas are mid-twentieth century one-act compositions. According to Levine, Martinu's work

has to do with people in a wartime crisis caught on a bridge—literally up in the air—faced with the sudden need to confront one another and the lies of their own lives. Levine characterizes the Pasatieri work, by contrast, as in the Menotti, romantic—almost gothic—tradition, an opera about a woman who gives up morality for an obsession.

In addition to her directing activities, Levine also teaches two classes for the music department's Maryland Opera Studio, one in scene study, one in improvisational acting. Her approach is the same for all work with students: What do you think? Why are you doing this piece? Her goal is to have students who can honor their own emotions, think, and make their own decisions and choices. "Education is about students learning, not teachers teaching," she says.

Levine grew up in New York, the daughter of a politically active family with a professor mother (early childhood education) and a

lawyer father. A dance major at Bard College, she did graduate work in dance at Sarah Lawrence College before working professionally as a dancer in New York and moving into choreography. A big career break came when the Italian director Luchino Visconti asked Levine to choreograph the third-act ballet in a Spoleto Festival production of *La Traviata*. After the critical accolades came in, Visconti told her she should be directing whole operas, not just the dance sequences.

And direct operas she has. Levine has directed in Belgium, Scotland, France, for an extended time in Holland with The Netherlands Opera, on television, and more recently with the New York City Opera. She also shares her skills not only with College Park students, but with students at Curtis Institute of Music in Philadelphia and at the Banff Center for the Arts each summer in Canada. She has upcoming directing engagements for *Man of La Mancha* in Milwaukee, for the Peter Brook version of *Carmen* at Curtis, for Leoncavallo's *La Bohème* at the Opera Theater of St. Louis, for *Lucia di Lammermoor* in Seattle and for the revival of Anthony Davis' opera about Malcolm X at New York City Opera.

Levine is enthusiastic about the opera program at College Park. "I think the students here are great!" she says. She speaks of "the wonderful young accompanists" she works with in rehearsal and classes, and the creativity of her students, who create new operas in her acting classes.

She came to teach at the university three years ago at the invitation of Opera Studio director and acting music department chair Leon Major. She speaks with approval of the atmosphere of freedom and relaxation he has created, the sense of 'family' in the program. "That Leon, I love the guy!" she says.

The opera double bill in Tawes Recital Hall will be sung in English. Because Levine feels the audience should know as much as possible about what is happening on stage, she supports the use of surtitles if the opera must be sung in a foreign language.

The staging for the double production will be very simple—chairs and boxes—because Levine believes that what is central for students is not landscape, but acting. "How you behave is what indicates landscape," she explains. She hopes that audiences who come to *Comedy on the Bridge* and *Maria Elena* will find them "interesting, thought-provoking—and maybe be touched by them in some way that makes one think about oneself."

The operas will be performed in Tawes Recital Hall on Nov. 30, Dec. 6 and Dec. 8, all at 8 p.m. For ticket information call 405-5548.



Opera director Rhoda Levine (seated) talks with students in her class.

## Early American History Conference To Be Held Nov. 17

Experts in early American history will meet at College Park Saturday, Nov. 17, for a multidisciplinary conference on "Religion, Popular Culture and Material Life in the Middle Colonies and the Upper South, 1650-1800."

The conference is the second in what is planned as a continuing series of conferences on early American history, says organizer John McCusker, professor of history. The first, which dealt the effect of England's Glorious Revolution of 1688 on the American colonies, was held in 1988.

The emphasis on early American history, a period that extends from the colonial period through the end of the 18th century, results from the work of a group of faculty members within the Department of History.

McCusker, James Henretta, Emory Evans, Ronald Hoffman and

Alison Olson all specialize in the study of the period. Through the Maryland Colloquium on Early American History, they host conferences and seminars on topics in the field.

Speakers at the Nov. 17 conference will discuss subjects that illustrate how popular culture, religion and material life of the period related to each other. Topics include gravestones, trade between colonists and Indians, the life of German-speaking colonists and a museum project that resulted in public funding for the exhumation of a mammoth.

The event is co-sponsored by the Department of History and the Maryland Colloquium on Early American History. For more information call 405-4265.

### CORRECTION

S. Schoenbaum, Distinguished Professor of English, is the director of the Center for Renaissance and Baroque studies. Adele Seeff is executive director of the program. The information was incorrectly reported in the Oct. 29 *Outlook*. We regret the error.



## Research Forum to Discuss Women of Asia and the Pacific

Women's Studies will hold its annual Research Forum next spring on March 8, 1991 and is now inviting proposals for presentations from all faculty, advanced graduate students and other scholars in the community. The theme is "Currents of Change: Women of Asia and the Pacific." Fifteen-minute presentations may be taken from completed work or work in progress, from across the disciplines as well as in the creative and performing arts. The proposal deadline is Dec. 15. Call 405-6877 for info.

## Ettenson Conducts Consumer Studies in Eastern Bloc



Richard Ettenson

It may not take a special marketing effort to convince consumers in the emerging market economies of the East Bloc to "buy American." In fact, they judge the quality and prestige of American products to be as high as that of West German and Japanese goods.

This good news for American companies comes from a groundbreaking consumer study conducted this summer in Moscow, Warsaw and Budapest by Richard Ettenson, associate professor in the Department of Textiles and Consumer Economics of the College of Human Ecology. At the invitation of the Academy of Sciences in the Soviet Union and Hungary, and Warsaw University in Poland, he studied East European consumers to determine how a product's brand name and country of origin affect purchase decisions.

"Right now, consumers in these countries, particularly the Soviet Union, make purchase decisions based on mere availability of goods, but sometime in the near future that won't be the case," Ettenson said. "There will be choices and competition, and marketers in the East Bloc, like their Western counterparts, will need to have sophisticated information to make decisions about product branding, place of manufacture and product positioning."

Ettenson and his graduate student Jim Friday are the first to conduct experimental studies of Soviet and Eastern Bloc consumer decision-making, and are among the

first to demonstrate empirically that U.S. goods are evaluated favorably by these consumers.

Ettenson said it is particularly exciting to find that, even though they have had little, if any, first-hand experience with U.S. products, Soviet and Eastern European consumers evaluate them as favorably as Japanese and West German goods which have a strong presence in the Eastern Bloc.

"These results strongly suggest that the U.S. has a tremendous opportunity to penetrate these virtually untapped markets," Ettenson says. "U.S. marketers will have an advantage if they position themselves early and well. And this research provides a first glimpse to help us understand how to do it," he adds.

Until recently, Ettenson notes, no attempt has been made to understand consumer wants and needs in the command economies of the Eastern Bloc.

"In a Marxist centrally planned economy, consumption traditionally is viewed as a leak in the cycle of production. Until now, all the emphasis was on production and virtually none was on consumption," Ettenson says. "Only with the shift to a market economy has there been a need and an opportunity to study the decision behavior of East Bloc consumers."

Ettenson was able to track the relative importance of a range of product attributes in consumers' purchase evaluations by using a methodology called conjoint analysis. Rather than asking consumers to describe their attitudes toward products, this methodology presents consumers with a set of decision tasks in which they must make purchase evaluations based on information they are given about the attributes of the items in question.

He experimentally manipulated descriptions of color televisions to study the relative importance of brand name, country of origin and other product attributes: price, war-

ranty, type of tuner, speaker and remote control. More than 300 adult, urban consumers participated in the study. The Western brand names tested were General Electric, Sony and Philips for the U.S., Japan and West Germany respectively. Poland's Helios, Hungary's Videoton and the Soviet Union's Record brand names represented televisions from the Eastern Bloc. Although analysis of data is still in the preliminary stages, the results indicate that, in general, Eastern European consumers prefer Western goods over those made in Eastern Europe. In the absence of Western goods, Hungarians and Poles prefer goods made in their own countries, but Soviets rank their own products as least desirable.

"Beyond these generalizations, it's misleading to characterize all East European consumers as similar. When it comes to buying a television, Hungarians based their decisions on product features. Consumers in Poland and the Soviet Union, on the other hand, considered where the set was made as the most important criterion by far," Ettenson said.

Last winter Ettenson and his colleague Janet Wagner, associate professor of textiles and consumer economics, used conjoint analysis in similar consumer studies conducted in the People's Republic of China. They found that Chinese consumers were more inclined than their American counterparts to purchase foreign-made goods.

When the final results of Ettenson's research are available, they will provide information to help U.S. multinational firms reduce the risk of venturing into the Soviet and Eastern European markets.

"Knowing whether to manufacture products in Poland to sell to Polish consumers or to retain the prestige of something made overseas will help international marketers avoid costly mistakes," Ettenson says.

Deborah Anderson

## Afro-American Studies Program Awarded Upjohn Grant

The Afro-American Studies Program has received a grant from the W.E. Upjohn Institute for Employment Research to write a monograph on trends in racial earnings inequality over the past decades.

The monograph, "Racial Earnings Inequality: An Analysis of Contemporary Factors," will detail the effects of six competing factors on racial earnings differences. Areas to be examined include: welfare; the marginalization of black males; educational attainment; the exodus of the black middle class from the inner city; the retrenchment on civil rights; and the

changing age composition of the black population.

Data from the current population survey will be used to estimate earnings that, among other things, account for changing family structures and the rise of black female-headed families and increased labor force drop-outs and declining employment of inner-city youth.

The principal investigators are Samuel L. Myers Jr., director of the Afro-American Studies Program and professor of economics, and William A. Darity Jr., professor of economics at the University of North Carolina at Chapel Hill.



## Scholarships Available for Adult Women

A scholarship fund for adult women is now available through the Returning Students Program of the university's Counseling Center, Learning Assistance Service. Provided by the Charlotte W. Newcombe Foundation, the funds will be divided among students who are 25 years or older, admitted as full or part-time undergraduates at College Park for Spring 1991 and have completed at least half the credits needed for degrees. The deadline for applications is Friday, November 16. For information, call Beverly Greenfeig or Barbara Goldberg at 314-7693.

F.Y.I.

President William E. Kirwan:

# Diversity and Excellence for College Park

The following is excerpted from the closing remarks made by President William E. Kirwan at the end of the 1990 Equity Conference on Oct. 19.

...Several people have mentioned to me what an excellent keynote address President Franklyn Jenifer of Howard University gave this morning. I regret that I was en route back here from a meeting in North Carolina and had to miss his talk. For those of you who are not aware of Dr. Jenifer's affiliation with this campus, I want you to know that he received his Ph.D. in chemistry from College Park. We are extremely proud of what this distinguished alumnus has accomplished in higher education.

I understand that President Jenifer issued a challenge to "stop fixing the leaks in the boat and join him and Howard University in building a new ship." His remark reminds me of the Noah Principle, which says: no more prizes for predicting rain, prizes only for building arks.

I want to publicly state that we at College Park are eager to join our colleagues at Howard University to "build an ark." We, in fact, can build on existing successful collaboration through the LEAD program, a summer enrichment program for talented minority high school students, and through the new NSF ECSEL grant awarded to a consortium of universities that includes Howard University and the University of Maryland at College Park. This grant is specifically aimed at cooperative efforts to increase the participation of minorities and women in engineering.

In preparing my comments for today, I could not help but think about the progress we have made as an institution toward our goals of diversity for this campus. This progress does not mean that we have reason for complacency. In fact, quite the contrary is true. For example, the graduation rate of African-Americans at College Park is still distressingly low and the actual numbers of African-American tenure-track faculty has not risen as fast as we would like. Nevertheless, progress is being made here because of the commitment and excellent work of people from across the campus, many of whom are in this room today.

...We have articulated a vision for College Park as a place where our efforts to build excellence are inextricably linked to our efforts to increase diversity. To achieve this vision, we will have to create an environment that attracts people of different racial and cultural backgrounds to join this community and to develop their talents to the fullest. This will require a campus culture that is built not just on respect for differences, but one that celebrates these differences.

I see the environment of major-

ity institutions, such as College Park, as having three stages of development. The first stage is the environment of unicity. This is a stage where, typically, the institutional culture is totally dominated by white males. Such a culture discourages, indeed, stifles participation and contributions by other groups.

Due to initiatives such as affirmative action and Title IX, many majority institutions have moved to a second stage—a stage I call a diversity of environments. Institutions in stage two have populations that better reflect the richness of our nation's culture and heritage. In my view, College Park has advanced further than many institutions through stage two.

This stage is clearly an improvement over stage one, but it has serious limitations. Although a more diverse population is accepted, even expected, the culture still requires a certain degree of assimilation by minority groups. And, it does not use fully its diversity as a source of internal enrichment and enhancement.

The third stage, which I believe no university has yet achieved, is what I call an environment for diversity. In this stage, a university would come to see diversity not just as a social goal, but as an opportunity for institutional advancement, a condition to be prized and nurtured.

A university that reaches the third stage—that creates an environment for diversity—will have, in my view, an enormous advantage over schools in stage two. Not only will the learning environment be enhanced, but being a member of such a community will be—in and of itself—a source of enrichment. A school that achieves this third stage will be nurtured and strengthened because of its diversity. It will become a magnet for talented people and, most especially, a magnet for talented women and minorities. With women and minorities accounting for 80 percent of the new entrants into the workforce in the 1990s, imagine what an advantage an institution in stage three would have. But I do not want to overemphasize the competitive advantage of an environment for diversity. Such surely will be a consequence. The real rewards, however, will be the establishment of a community where a diverse body of students, faculty and staff grow intellectually and socially just by the mere act of being part of the community.

...How do we go about creating an environment for diversity? It will require much of all of us. At the core, however, is the need to develop a greater awareness to impediments to diversity. We must individually develop a mindset that causes each of us to think how our decisions and actions will affect our goals for diversity. When we

put together workshops, panels and programs, we must be careful to draw upon the richness of our entire community. When we speak and write for public consumption, we need to be mindful of the effect our words will have on others. When we make decisions about resource allocations, we must think through how these decisions will affect our commitment to diversity. When we meet to discuss issues of diversity, we must learn to speak openly and honestly about our concerns, hopes and aspirations.

...What are our next steps? I am charging the Equity Council to take the ideas generated today and develop them into recommendations for specific actions. I plan to hold a retreat this January for the vice presidents, deans, and others. We will use the recommendations developed by the Equity Council to formulate an agenda for action.



In establishing this agenda, we must be mindful of the goals for diversity expressed in our Enhancement Plan. We must extend the goals to individual units and develop a system of accountability to monitor progress towards these goals.

This afternoon, I have been part of a wonderful experience. I have witnessed the coming together of people from different racial and ethnic backgrounds in an open and mutually supportive way with the common goal of making this a more diverse and better institution. Let us go forth with a united commitment to discuss today's experience with our colleagues who are not here. And, let us go forth with a renewed commitment to realize our common dreams of diversity and excellence for College Park.



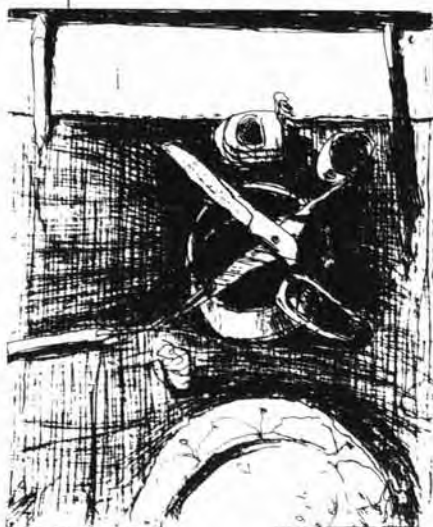
# CALENDAR

## Take Part in the Turkey Trot

Campus Recreation Services will hold a predicted-time walk at noon on Thursday, Nov. 15. All university students, faculty and staff are eligible to participate in this special walking event in which you must predict how long it will take you to walk the 2.5 mile (approximately) course. Turkeys will be awarded to the oldest and youngest male and female walkers. T-shirts will be awarded to the male and female winners in each of the four age groups. A prize will be awarded to the campus department having the most walkers finish the event. For more information, call 314-7218.



## NOVEMBER 12-21



The Art Gallery will host an opening reception for its exhibition of the Richard Diebenkorn "41 Etchings Drypoints" Portfolio, Nov. 12 from 5:50-7:30 p.m. Also featured will be selected paintings by Richard Dassoulas and contemporary prints from the permanent collection. For information, call The Art Gallery at 405-2763.

### 12 MONDAY

**Art Gallery Exhibition:** "The 41 Etchings Drypoints of Richard Diebenkorn," today-Dec. 20. Opening Reception, today, 5:30-7:30 p.m., The Art Gallery, Art/Soc. Call 5-2763 for info.

**Computer Science Colloquium:** "Computing the Well-Founded Semantics of Logic Problems," David S. Warren, SUNY Stony Brook, reception, 3:30 p.m., 1152 A.V. Williams Bldg., lecture, 4 p.m., 0111 Classroom Bldg. Call 5-2661 for info.

**Psychology Distinguished Speakers Lecture:** "Emotions & Brain Temperature," Robert Zajonc, U. of Michigan, 4 p.m., 1250 Zoo/Psych. Call 5-5867 for info.

**Space Science Seminar:** "Applying Space Plasma Theory to Astrophysical Jets," D. N. Baker, NASA/Goddard, 4:30 p.m., 1113 Computer & Space Sciences. Call 5-4829 for info.

**Crossroads in Film, Cinema by and about Peoples of the African Diaspora, *Rags and Old Love*, 7 p.m., 2203 Art/Soc. Call 5-3809 for info.**

**Music Department Twentieth Century Ensemble Concert,** 8:15 p.m., Tawes Recital Hall. Call 5-5548 for info.

### 13 TUESDAY

**Zoology Seminar:** "The Evolution of Gynodioecy in *Plantago lanceolata*," Lynn Broadbent, Smithsonian Institution, noon, 1208 Zoo/Psych. Call 5-6939 for info.

**History Department Bag Lunch Talk:** "Petitions and the Emergence of Political Organization in Germany," James Harris, noon, 2119 Francis Scott Key. Call 5-4265 for info.

**Meteorology Seminar:** "Case Studies of Ozone in the Unpolluted Troposphere," Anne M. Thompson, NASA/Goddard, 3:30

p.m., 2114 Computer & Space Sciences, refreshments, 3 p.m. Call 5-5392 for info.

**Science, Technology, and Society Program Lecture:** "Skin and Books: Social Aspects of Emerging Medical Professionalism in the Late 19th Century," Carolyn Marvin, U. of Pennsylvania, 3:30 p.m., Maryland Room, Marie Mount, reception following. Call 5-5259 for info.

**Physics Colloquium:** "Reflections on the Philosophy of Physics," Arkady Migdal, Landau Institute for Theoretical Physics, Moscow, USSR, 4 p.m., 1410 Physics, tea reception, 3:30. Call 5-5980 for info.

**Film Showing:** *Wounded Knee & Big Mountain*, discussion on Native American religion to follow, 4-6 p.m., Non-print Media Center, Hornbake Library. Call 5-8458 for info.

**Movie:** *Camille Claudel*, 6:30 & 9:30 p.m., Hoff Theatre. Call 4-HOFF for info.

**Public Affairs Lecture:** "Competition with our Friends: Innovation," Martin Baily, Economics, 7:30 p.m., Center for Advanced Research in Biotechnology, Shady Grove. Call 5-6330 for info.

### 14 WEDNESDAY

**Capital Association for Women Deans, Administrators, and Counselors Meeting:** "Women in the Executive Ranks," Kathryn Costello, Vice President, Institutional Advancement, 8-9:30 a.m., Chesapeake Room, Center of Adult Education. Call 5-4680 for info.

**Office of Human Relations Multicultural Community Days:** "Enhancing Teaching, Learning and Working in a Culturally Diverse Campus Community," today & tomorrow, 8:30 a.m.-5 p.m., Stamp Student Union. Call 5-2838 for info.

**Employee Development Seminar:** "Principles of Supervision," today & tomorrow, 9 a.m.-4 p.m., 1112 A.V. Williams Bldg. & Marie Mount. Call 5-5651 for info.

**Counseling Center Research & Development Meeting:** "The New Majority: The Transfer Student," George Marx, Associate Vice Chancellor, Academic Affairs, noon-1 p.m., 0106-0114 Shoemaker. Call 4-7691 for info.

**Outstanding Hispanic Scholars Seminar:** "Science and Mythology of Medicinal Plants of the Puerto Rico/Latino World," Eloy Rodriguez, U. of California at Irvine, 3 p.m., Maryland Room, Marie Mount. Call 5-3912 for info.

**Zoology Seminar:** "Energetics and Development of Striped Bass (*Morone saxatilis*) and Striper Bass x White Bass (*M. chrysops*) Hybrid Larvae," Helen Large-Mulligan, Zoology, 3:30 p.m., 1208 Zoo/Psych. Call 5-6887 for info.

**Department of Spanish & Portuguese Lecture:** "Prospero, Caliban, and Black Sambo: Colonial Views of the 'Other' in the West Indies," Nancie Gonzalez, 5:30 p.m., St. Mary's. Call 5-6441 for info.

**Movie:** *Camille Claudel*, 6:30 & 9:30 p.m., Hoff Theatre. Call 4-HOFF for info.

**Committee for Undergraduate Women's Leadership Seminar:** "Women Athletes as Leaders," panel discussion featuring current athletes, alumni, & coaches, 7:30-9 p.m., Maryland Room, Marie Mount. Call 4-8505 for info.

**Improvisations Unlimited Dance Performance,** featuring works by Anne Warren, today-Nov. 17, 8 p.m., Studio Theatre, Dance Bldg., \$8 standard admission; \$5 students & seniors. Call 5-3180 for info.

**Music Department Graduate String Quartet Showcase,** 8 p.m., Tawes Recital Hall. Call 5-5548 for info.

### 15 THURSDAY

**Campus Recreation "Turkey Trot":** 2.5 mile fitness walk, 12:15 p.m., registration, 11:45 a.m., Reckord Armory. Call 4-7218 for info.

**Art Department Minorities & Women Lecture,** Edgar Heap-of-Birds, Artist, Cheyenne & Arapaho Nation, 12:30 p.m., 1309 Art/Soc. Call 5-1442 for info.

**Systems Research Center Systems Colloquium:** "An Implementable Receding Horizon Controller for Stabilizing Nonlinear Systems," David Q. Mayne, Imperial College of Science & Technology, London, 3-4 p.m., 1100 ITV Bldg. Call 5-6634 for info.

**Campus Senate Meeting,** Chancellor Donald N. Langenberg to speak, 3:30-6:30 p.m., 1026 Reckord Armory. Call 5-5805 for info.

**Horticulture Seminar:** "Do You Really Know How to Use a Camera?," Norman Pruitt, Information & Publications, 4 p.m., 0128B Holzapfel. Call 5-4356 for info.

**Movie:** *Total Recall*, 7:15 & 9:45 p.m., Hoff Theatre. Call 4-HOFF for info.

**Women's Basketball vs. Finnish National Team,** 7:30 p.m., Cole Field House. Call 4-7064 for info.

**University Theatre: *The Wiz*,** today-Nov. 17, 8 p.m., Tawes Theatre. Call 5-2201 for info.



"Struggle Continues", linocut by Hamilton Budaza. As part of its fall lecture series on feminist theory and women's activism, the Women's Studies Program will present speaker Lindiwe Mabuza, Chief Representative of the African National Congress to the U.S., Nov. 19 at 8 p.m. Ms. Mabuza will speak on "Making Revolution: The Role of Women in the African National Congress". For information, call 405-6877.

### 16 FRIDAY

**"Lunch n' Learn" Mental Health Lecture:** "Aspects of the Diagnosis and Treatment of Sexual Disorders," Fred Berlin, Johns Hopkins U. Hospital, 1-2 p.m., 3100E Student Health Center. Call 4-8106 for info.

**History Lecture:** "Language, Identity, and Republican Politics in Nineteenth-Century France," Caroline Ford, Center for European Studies, Harvard U., 1 p.m., 2119 Francis Scott Key. Call 5-4265 for info.

**Department of Spanish & Portuguese Lecture:** "Fernando de Rojas' *Celestina* and the Twentieth-Century Dramatic Response," Joseph Snow, 2 p.m., St. Mary's. Call 5-6441 for info.

**Geology Lecture:** "Fractal Geometry and Chaos Theory: Their Application in the Earth Sciences," Christopher C. Barton, U.S. Geological Survey, Denver, 2 p.m., 0103 Hornbake Library. Call 5-4802 for info.

**Analytical, Nuclear, and Environmental Chemistry Seminar:** "Advances in Analysis of Biological Macromolecules by Mass Spectrometry," Catherine Fenselau, Chemistry & Biochemistry, UMBC, 3 p.m., 1325 Chemistry. Call 5-1860 for info.

**Computer Science Colloquium:** "4th Maryland Theoretical Computer Science Day," Alok Aggarwal, IBM T.J. Watson Research Center; Michael L. Fredman, Rutgers U.; Silvio Macali, MIT; Avi Wigderson, Hebrew U. & Princeton U., reception, 3:30 p.m., 1152 A.V. Williams Bldg., lecture, 4 p.m., 0111 Classroom Bldg. Call 5-2661 for info.

**Meteorology Seminar:** "Stratospheric Aerosol Variability and the Greenhouse Climate Forcing," V. Ramaswamy, Geophysical Fluid Dynamics Laboratory, Princeton, 3:30 p.m., 2114 Computer & Space Sciences, refresh-

ments, 3 p.m. Call 5-5392 for info.

**University Theatre: *The Wiz*,** 8 p.m., Tawes Theatre. See Nov. 15 for details.

**Movies: *Total Recall* & *Mystery Train*,** 7:15 & 9:45 p.m., Hoff Theatre. Call 4-HOFF for info.

### 17 SATURDAY

**Adult Health & Development Program Activities and Lecture,** 9:30-noon, Cole Field House; Annual Awards Ceremony, noon-2 p.m., Atrium, Stamp Student Union. Call 5-2528 for info.

**University Theatre: *The Wiz*,** 8 p.m., Tawes Theatre. See Nov. 15 for details.

**Movies: *Total Recall* & *Mystery Train*,** Hoff Theatre. Call 4-HOFF for info.

### 18 SUNDAY

**Celebration of Ministry,** featuring speaker Rev. Dr. John Van-norsdall, to honor Elizabeth Platz, Lutheran chaplain, 7 p.m., Memorial Chapel. Call 5-8456 for info.

**Movie: *Total Recall*,** 5, 7:15 & 9:45 p.m., Hoff Theatre. Call 4-HOFF for info.

### 19 MONDAY

**Art Gallery Exhibition:** "The 41 Etchings Drypoints of Richard Diebenkorn," today-Dec. 20, The Art Gallery, Art/Soc. Call 5-2763 for info.

**Women's Commission Meeting,** noon-1:30 p.m., 2105 Main Administration. Call 5-5806 for info.

**Space Science Seminar:** "X-ray Observations of Solar Flares," David Batchelor, NASA/Goddard, 4:30 p.m., 1113 Computer & Space Sciences. Call 5-4829 for info.

**Women's Studies Lecture:** "Making Revolution: The Role of Women in the African National Congress," Lindiwe Mabuza, Chief Representative of the African National Congress in the U.S., 8 p.m., 2203 Art/Soc. Call 5-6877 for info.

### 20 TUESDAY

**Zoology Lecture:** "Otolaryngology of Vocalization in the Evening Bat," Andrew Scherrer, Zoology, noon, 1208 Zoo/Psych. Call 5-6890 for info.

**Physics Colloquium:** "The Universe: A Remarkable Accelerator," Hector Rubinstein, U. of Stockholm, 4 p.m., 1410 Physics, tea reception, 3:30. Call 5-5980 for info.

**Dingman Center for Entrepreneurship Seminar:** "Mergers, Acquisitions, Corporate Partnering, and Divestitures," 6:30-9:30 p.m., Pooks Hill Marriott, Bethesda. Call 5-2144 for info.

**20th Annual University of Maryland Bands Showcase Concert,** L. Richmond Sparks, George Ross, & John Wakefield, conductors, 7:30 p.m., Tawes Theatre. Call 5-5542 for info.

### 21 WEDNESDAY

**Writers Here & Now Reading,** featuring student work, 3:30 p.m., 3101 McKeldin Library (Katherine Anne Porter Room). Call 5-3819 for info.

\* Admission charge for this event. All others are free.